



February 23, 1993

G.B. BROWN
Division Sales Manager

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Raritan Center
Edison, NJ 08837
908-225-3550
Fax 908-417-9076

TO: M. A. Young

RE: Newark Volume Programs

Dear Mark:

During February coverage, the Newark Division Sales Reps were challenged to utilize their coupons and VPR allocations in a way that would build volume and gain additional floor displays and consumer trial.

During the week of 2/8/93 - 2/12/93, several Sales Reps and myself targeted high volume outlets in the Division with the purpose of gaining additional orders, extra sales, and extra volume displays at retail. Attached are pictures of Lincoln Liquors and Fred's Party Shop, with additional comments on other accomplishments.

Lincoln Liquors, 2013 Bergenline Ave., Union City K01 Vol 2,655 ctns

S/R F. Vega and myself sold this account on an additional 500 cartons of Winston with \$3.00 coupons and set up five mass floor displays. On February 19, an additional order was placed for 200 cartons to refill the mass display. A total of 700 extra cartons was sold to this account.

Fred's Party Shop, 174 Bloomfield Ave, Nutley K02 Vol 500 Ctns.

S/R A. Evanchik and myself sold this store 280 cartons of extra Winston and Salem product and gained placement of two temporary floor displays and one floor dump bin with \$3.00 coupons and .50¢ VPR's.

Carol's Sweet Shop, 291 Bloomfield Ave, Nutley A04 Vol 400 Ctns.

S/R A. Evanchik and myself sold account on 100 cartons of extra product and gained placement of one carton floor display with \$3.00 coupons.

"We work for smokers."

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Tonnelle Liquors, 7501 Tonnelle Ave, North Bergen K01 Vol 850 Ctns.

S/R J. Dowd and myself sold this account on 200 cartons of extra Winston/Winston Select product and gained two temporary carton floor displays with five free packs on a carton promotion.

Shop Rite Liquor, 654 Broadway, Bayonne K01 Vol 50 Ctns.

S/R R. Insull sold this account on 100 extra cartons of Salem and gained placement of one temporary carton display with \$3.00 coupons.

Value Liquors, 1 Lackawana Plaza, Montclair K04 Vol 550 Ctns.

S/R K. Ugarte sold the account 250 cartons of extra product and gained placement of one temporary carton display with \$3.00 coupons and one temporary dump bin with .50¢ VPR's.

J&S Lunch, 31 Belleville Ave., Bloomfield K02 Vol 500 Ctns.

S/R K. Ugarte sold this account on 255 cartons of extra product and gained placement of one temporary carton display with \$3.00 coupons and two floor dump bins with .50¢ VPR's.

Total additional cartons sold for the week was: 1,885
Total additional carton displays set up for week was: 8
Total additional floor dump bin displays set up for week: 4

If you have any questions or need additional information, please advise.

Sincerely,



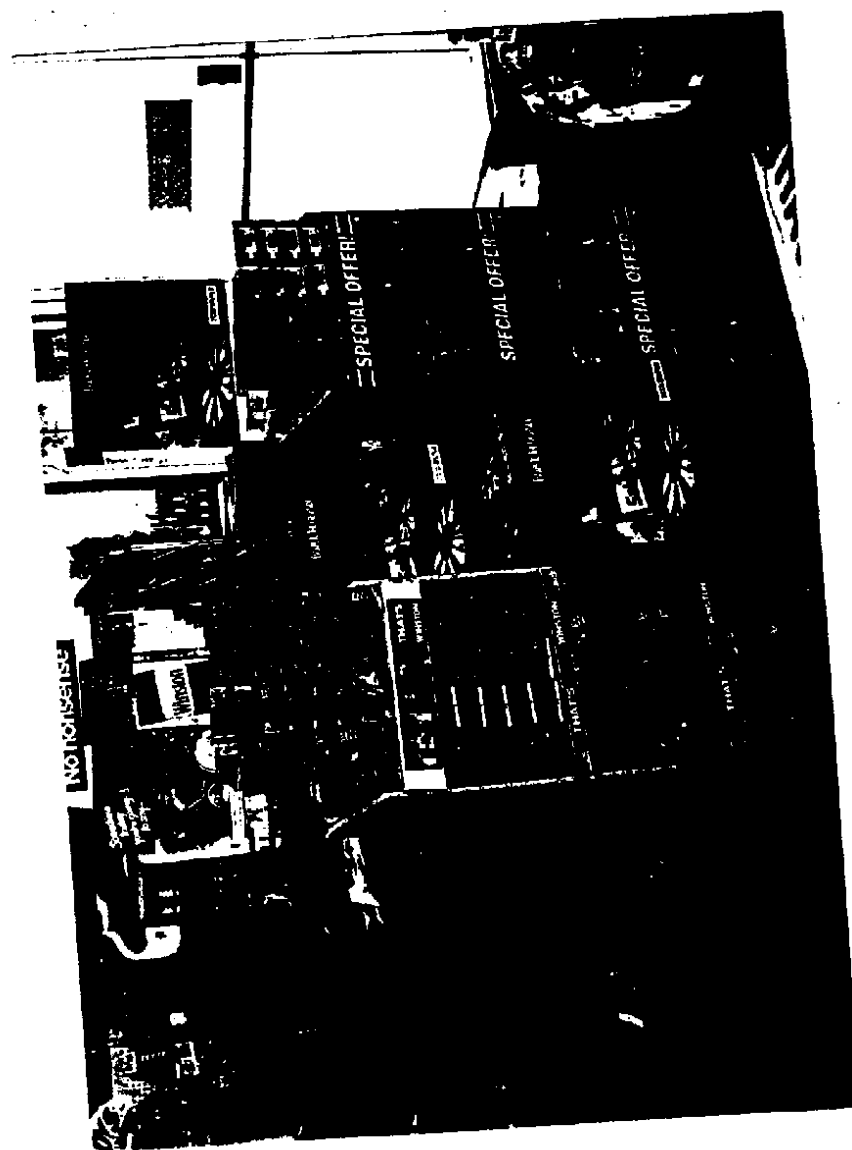
J. C. Del Valle

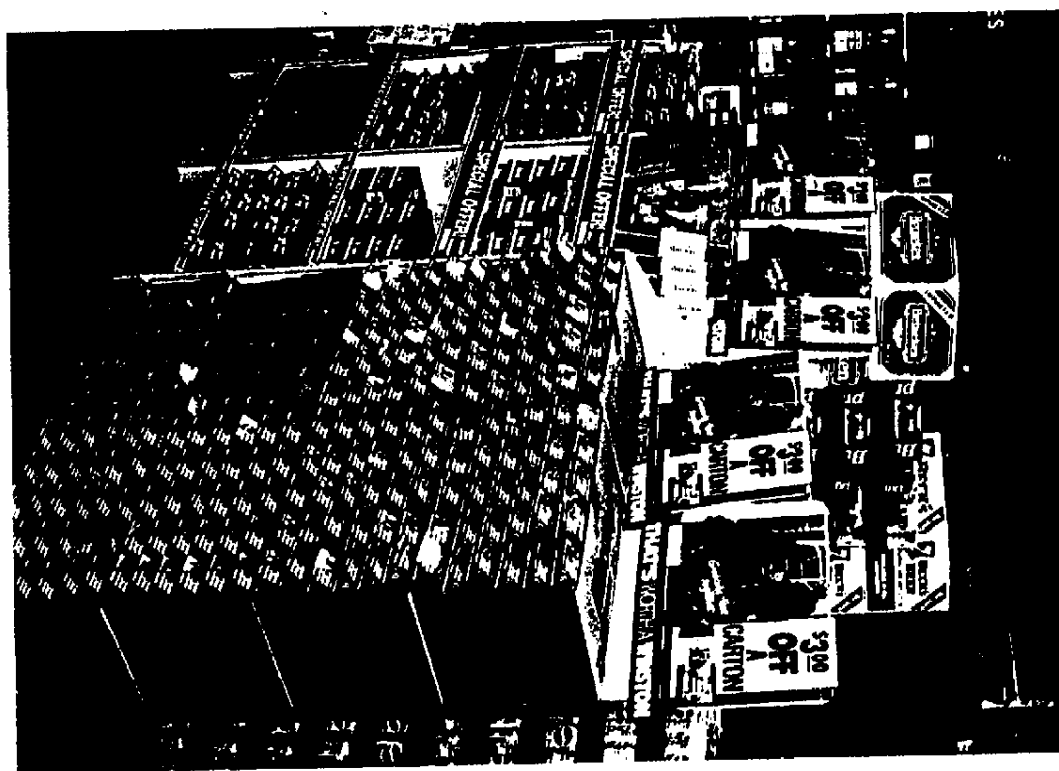
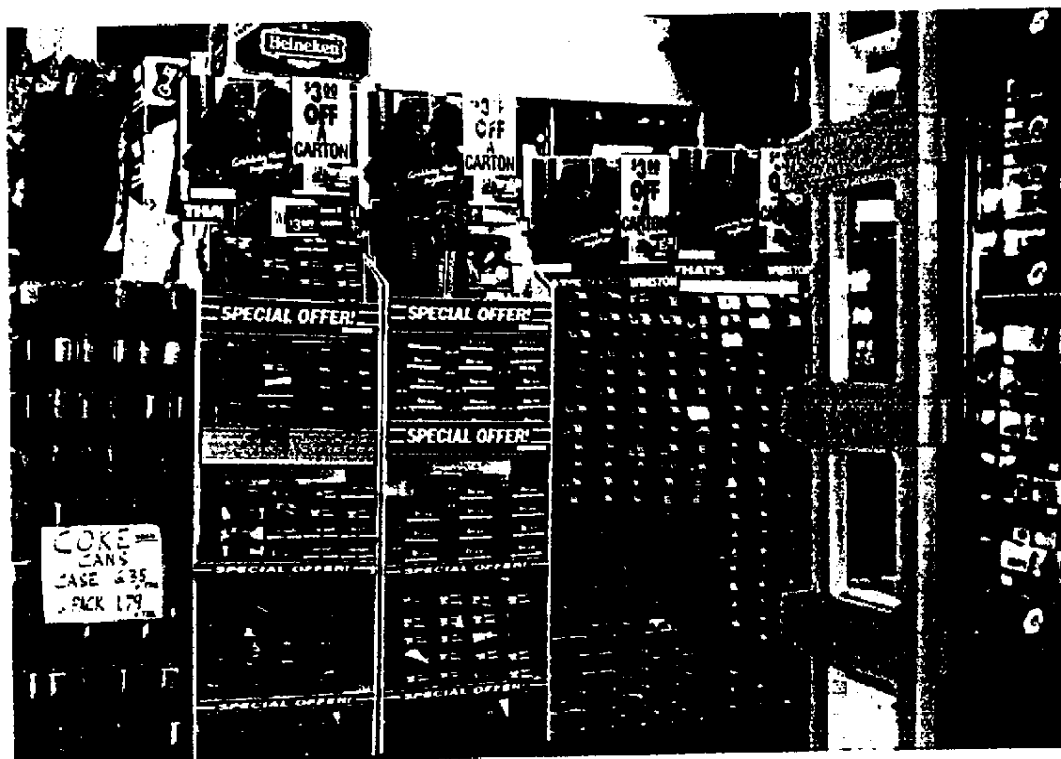
JCD:ms
Enclosures

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